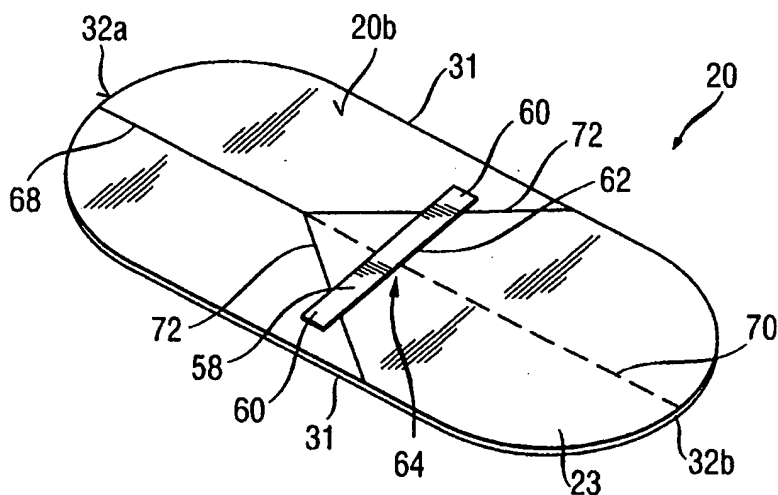




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(54) Title: USE OF A HANDLING AID FOR A BODY APPLIED DISPOSABLE ABSORBENT ARTICLE



(57) Abstract

The invention provides a use of a means for holding and applying directly to a user's body a disposable absorbent article having a body facing surface and a garment facing surface, a longitudinal symmetry plane, a front end edge and a rear end edge, and comprising a liquid pervious topsheet, a backsheet joined to said topsheet and an absorbent core intermediate the backsheet and the topsheet. The means are located on the garment facing surface of the absorbent article, and are oriented transversely. The means are used by inserting at least one finger in the means, by manipulating the article into a position directly on the body, and by preferably forming the article into a tridimensional shape while applying it to the body.